SAMSUNG SICHER UND LEISTUNGSSTARK

Cloud-Lösungen von Samsung

MÜNCHEN, 21.06.2012

PHILIPP SENST

EUROPEAN BUSINESS DEVELOPMENT MANAGER THIN CLIENT DISPLAYS

SAMSUNG

TURN ON TOMORROW

28 AFFILIATE COMPANIES

Electronics	Financial Services	Trading & Services	Machinery & Chemicals	Others
• Electronics	• Life Insurance	• Corporation	• Heavy Industries	• Medical Center
• SDI	• Fire & Marine	• Engineering	• Total	• Economics Research
• Electro-Mechanics	• Insurance	• Cheil Industries	• Petrochemical	• Institute
• Corning	• Card	• Everland	• Fine Chemicals	• Advanced Institute of Technology
• Precision Glass	• Securities	• S1 Corporation	• BP Chemicals	• Foundation of Culture
• SDS	• Investment	• Shilla Hotels		• Welfare Foundation
• Networks	• Trust Management	• Cheil Com.		• Press Foundation
• Techwin				• Lions

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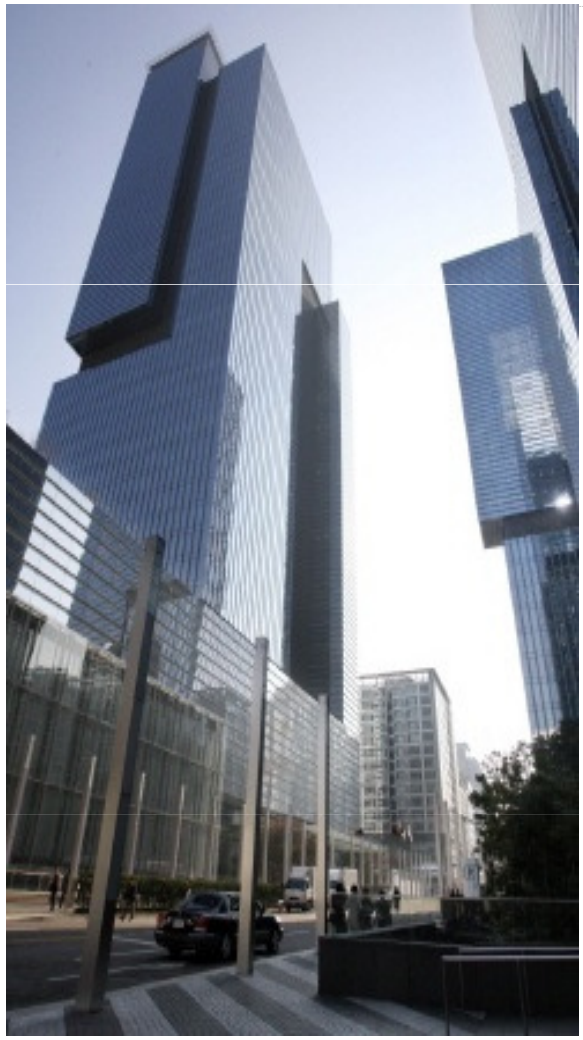
SAMSUNG ELECTRONICS



World's largest Electronics Company with $143.07B (Rev) in 2011

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PATENT LEADERSHIP IN THE INDUSTRY

Top Patent Winners ('10, US)

Ranking	Electronics
1	IBM
2	SAMSUNG
3	Microsoft
4	Canon
5	Panasonic
6	TOSHIBA
7	SONY
8	intel
9	LG
10	hp

Samsung Patent Status in US

[Source: IFI]

Global R&D Network of Samsung Electronics

- Technology and Design R&D Centers : 32
- Registered US Patents : 4,551 (#2 Worldwide)

SAMSUNG

As of Q4, 2010

SAMSUNG ELECTRONICS. EIN WELTUNTERNEHMEN MIT EINEM GESCHÄFT IM SINN: DAS PARTNER-GESCHÄFT.

Qualität. Innovation. Leistungsfähigkeit.

Fertigungstiefe > 75%
Qualitätsnorm-tests > 60

Top 17 Unternehmen der Welt

Mitarbeiter : >200,000

Umsatz 2011 (Welt): USD 143 MRD

Forschung 2011: USD 9 MRD.

F & E Mitarbeiter in 2011: 53.500

US-PATENTE in 2011: 4.894

Schnellstwachsende Marke seit 2004

Quellen: Samsung, BusinessWeek, Interbrand , IFI

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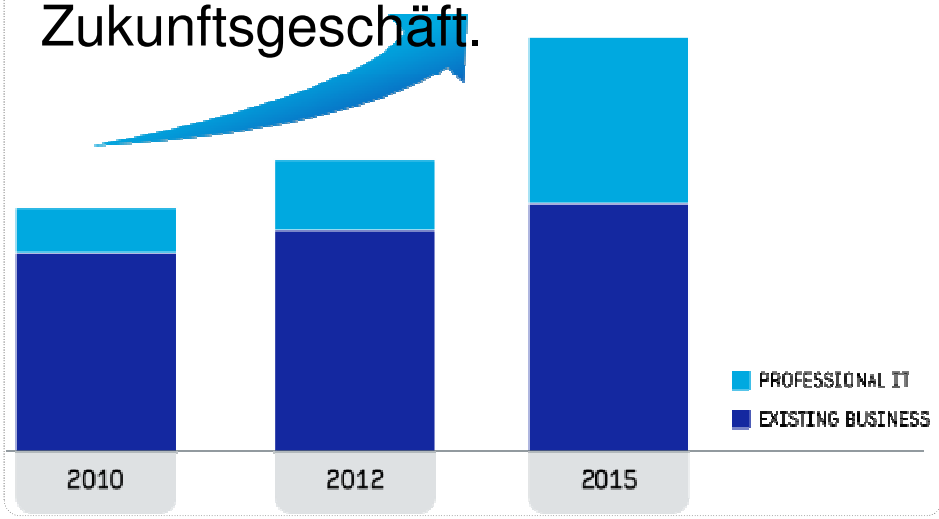
SAMSUNG IT. PRODUKTE, LEISTUNGEN UND ORGANISATION FÜR PROFIS.

Samsung is Corporate IT.

Samsung ist Marktführer.
Bei Laserprintern und Displays.

Samsung schafft Lösungen.
Untersuchungen mit IDC und McKinsey für das Zukunftsgeschäft.



Quellen: Samsung, IDC, GfK

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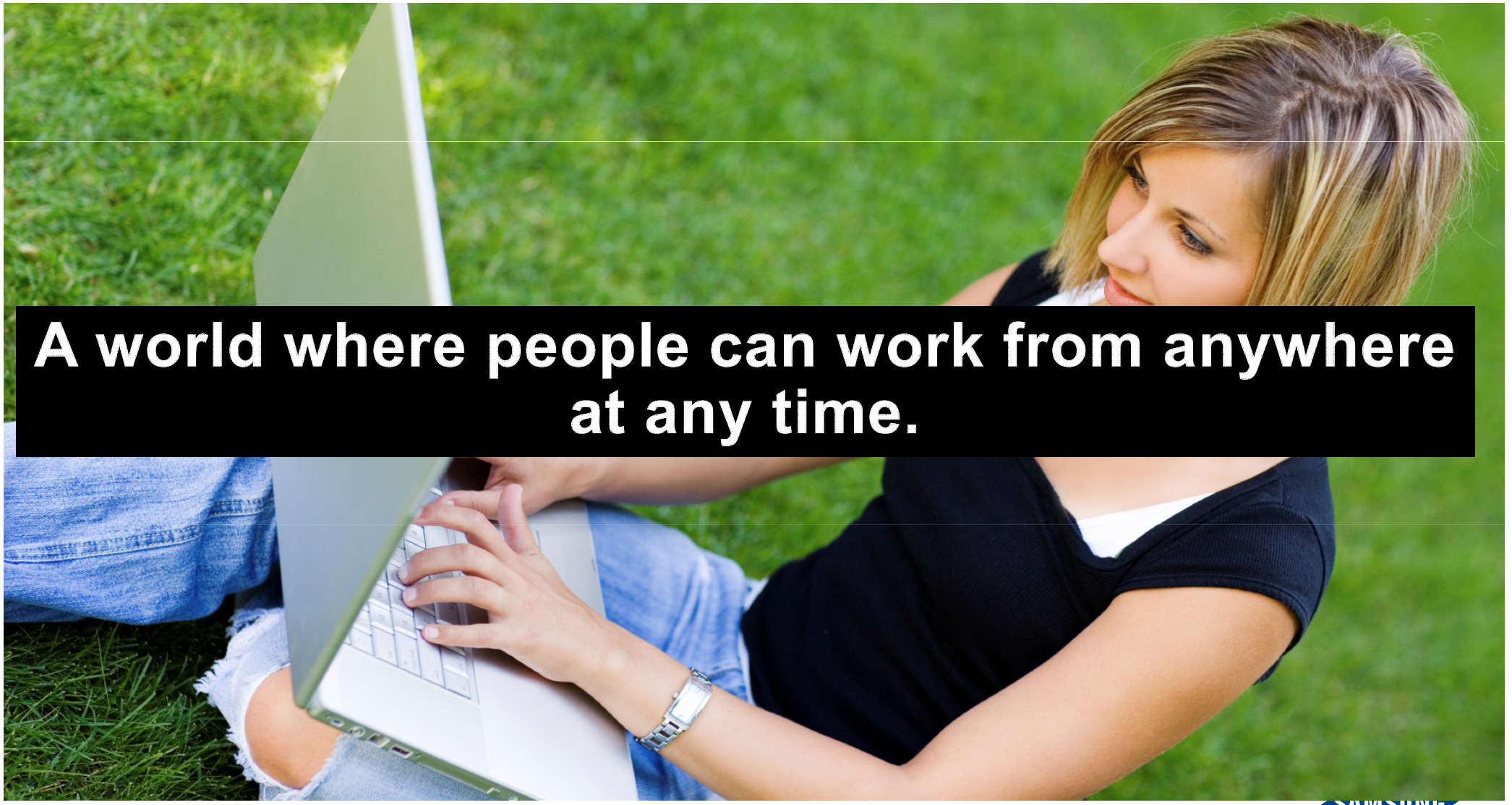
TURN ON TOMORROW

SAMSUNG
CLOUD COMPUTING

SAMSUNG

TURN ON TOMORROW

Cloud Computing



Cloud Computing

Cloud **Computing**

Cloud Computing

Cloud Computing naturally leads to N-screen user environment

Samsung End User Computing

Samsung is the partner that...

✓ provides an extensive portfolio of high-quality End User Computing Devices

✓ covers world-wide reach with its broad supply chain and service network.

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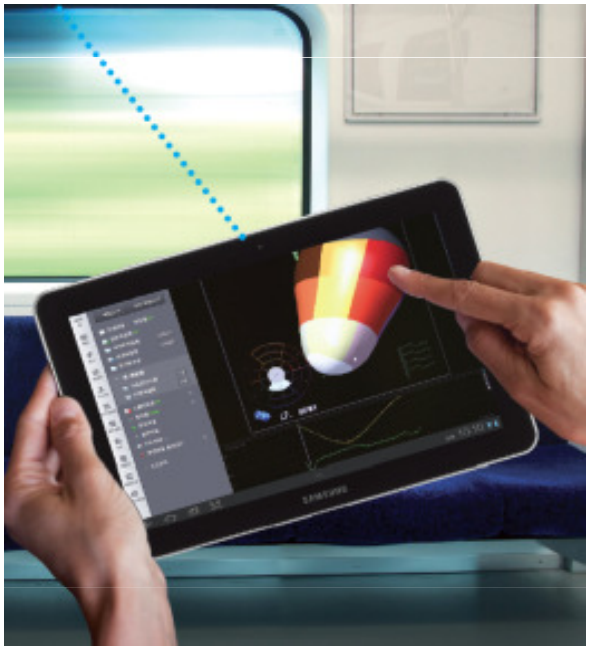
Access your desktop anywhere

On your desk

At the coffee shop

On the move



Get what you need, wherever you are!

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SAMSUNG
SMART CHOICE COMPUTING
TABLET, CHROMEBOOK & SLATE

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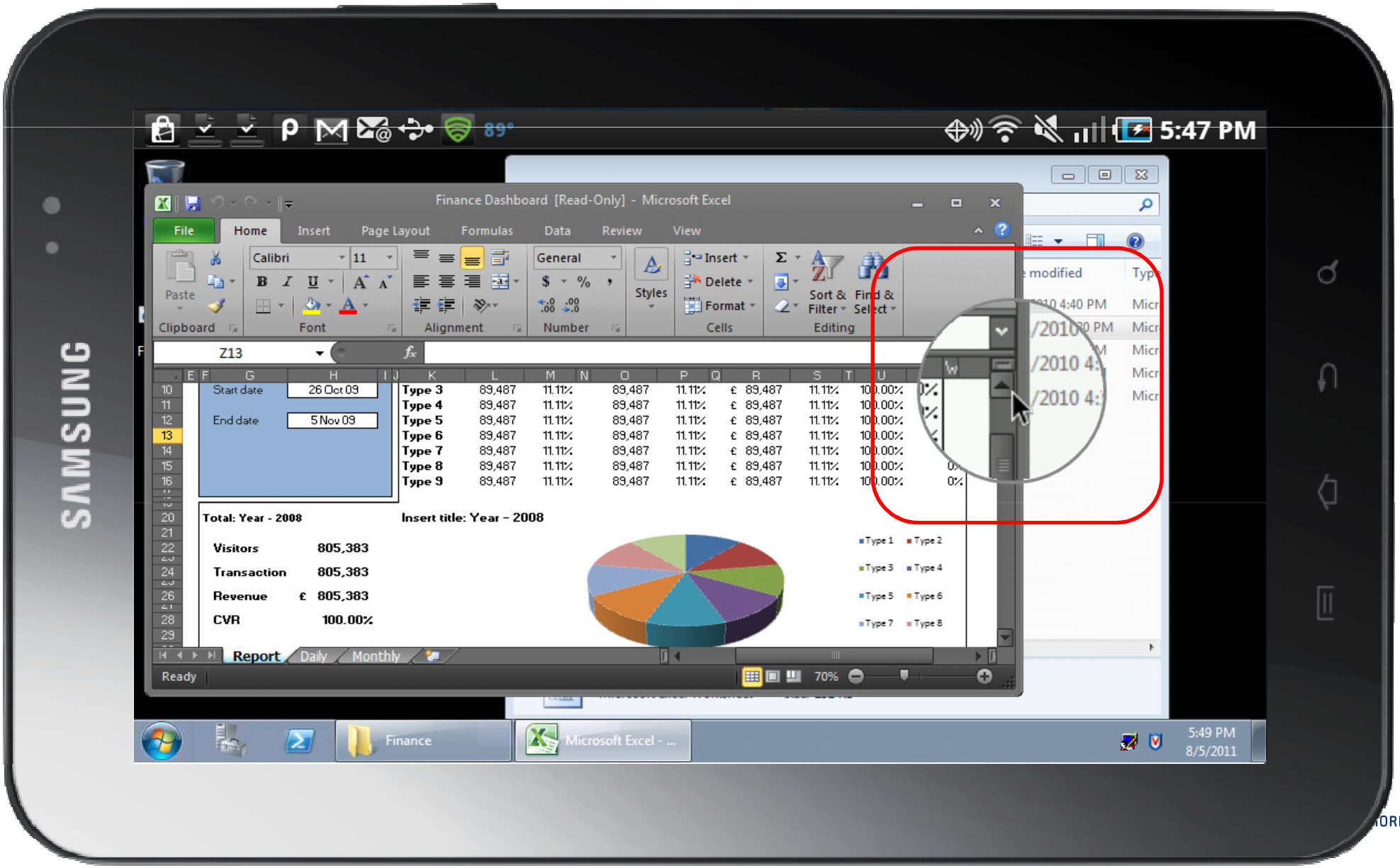
Samsung Tablet Devices

Galaxy Tablets – Full Screen Single Applications

SAMSUNG
5:17 PM
Set up my enterprise apps
Sign up for Citrix DemoCloud
CITRIX
Connect to my business apps and virtual desktops - powered by Citrix
Experience on-demand apps with a free demo account.
Get Started
Learn More

Samsung Tablet Devices

Galaxy Tablets – Access to Full Windows Desktop



Samsung End User Computing Devices

Citrix Receiver on Chromebook

chrome

Citrix Receiver

MOBILE CLOUD. DAS WINDOWS 8 SLATE

Serie 7 Slate PC.
Das Maß der Dinge.

Nicht nur für alle Windows 8 Entwickler.

- Samsung Slate als Cloud Client
- Funktionales Design
- Ultramobil
- Höchste Leistung
- Windows 8 Entwicklungssystem

- Samsung fördert
  Ihr Windows 8 Projekt
- Windows 8 Evaluierung in 2012
- Systemintegratoren mit Kunden, Microsoft und Samsung

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SMART FUTURE
SURFACE

SAMSUNG

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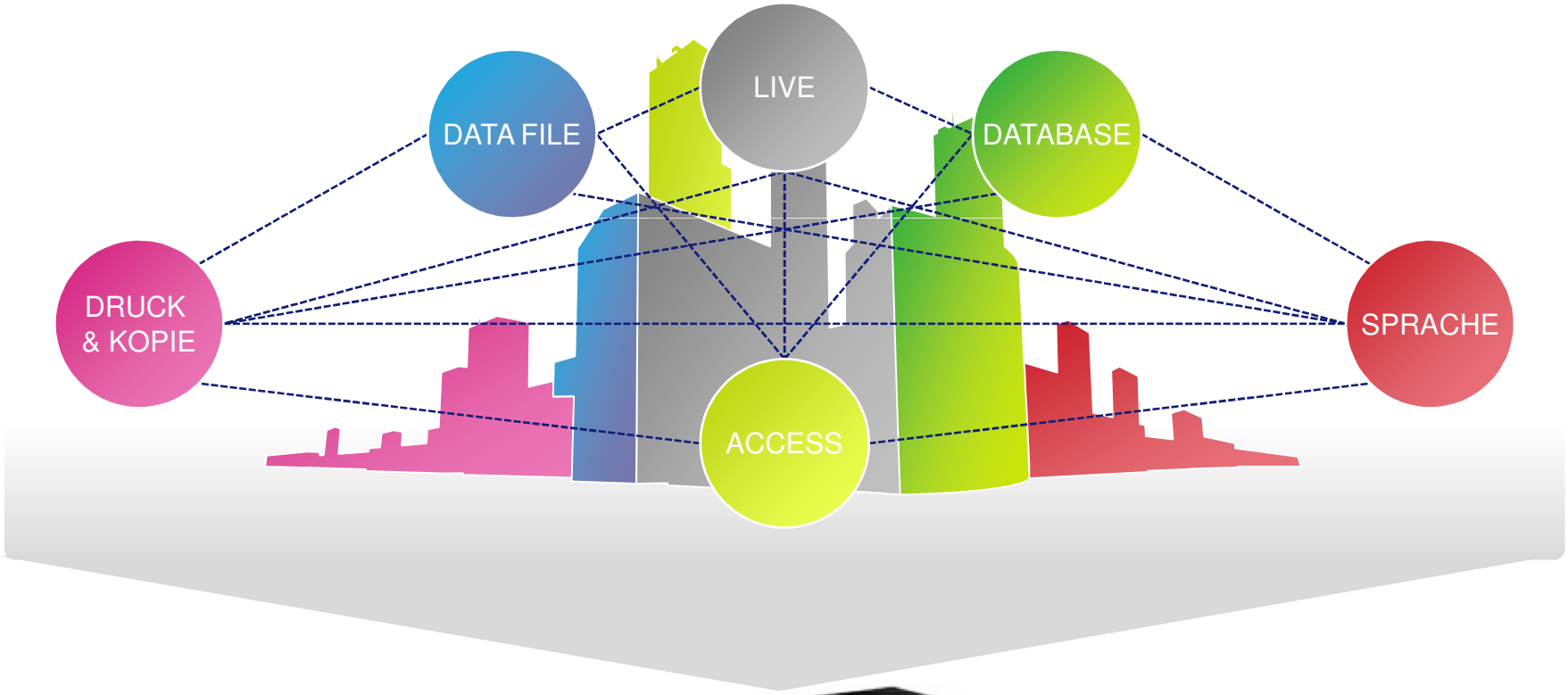
SURFACE. ALLES ANDERE ALS OBERFÄCHLICH.



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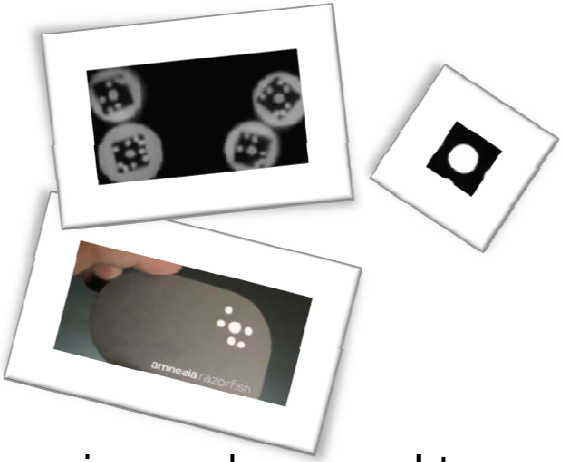
SURFACE: KEY FEATURES

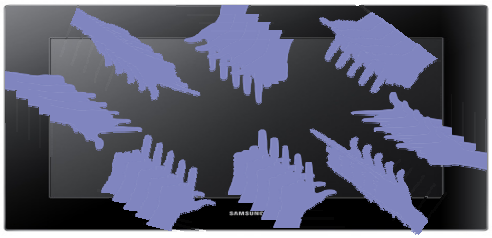
Natural User Interface

Multi-touch contact (up to 52 points)

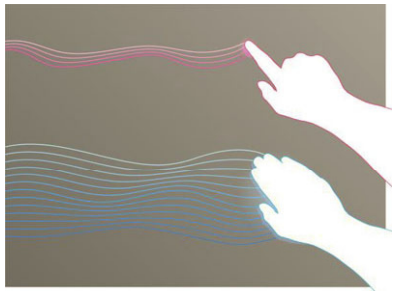
Object recognition



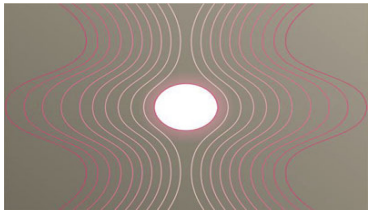
Multiuser experience



Gesture recognition



Recognize and respond to o bjects



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SAMSUNG VIRTUAL DESKTOP INFRASTRUCTURE DISPLAY ZERO CLIENT

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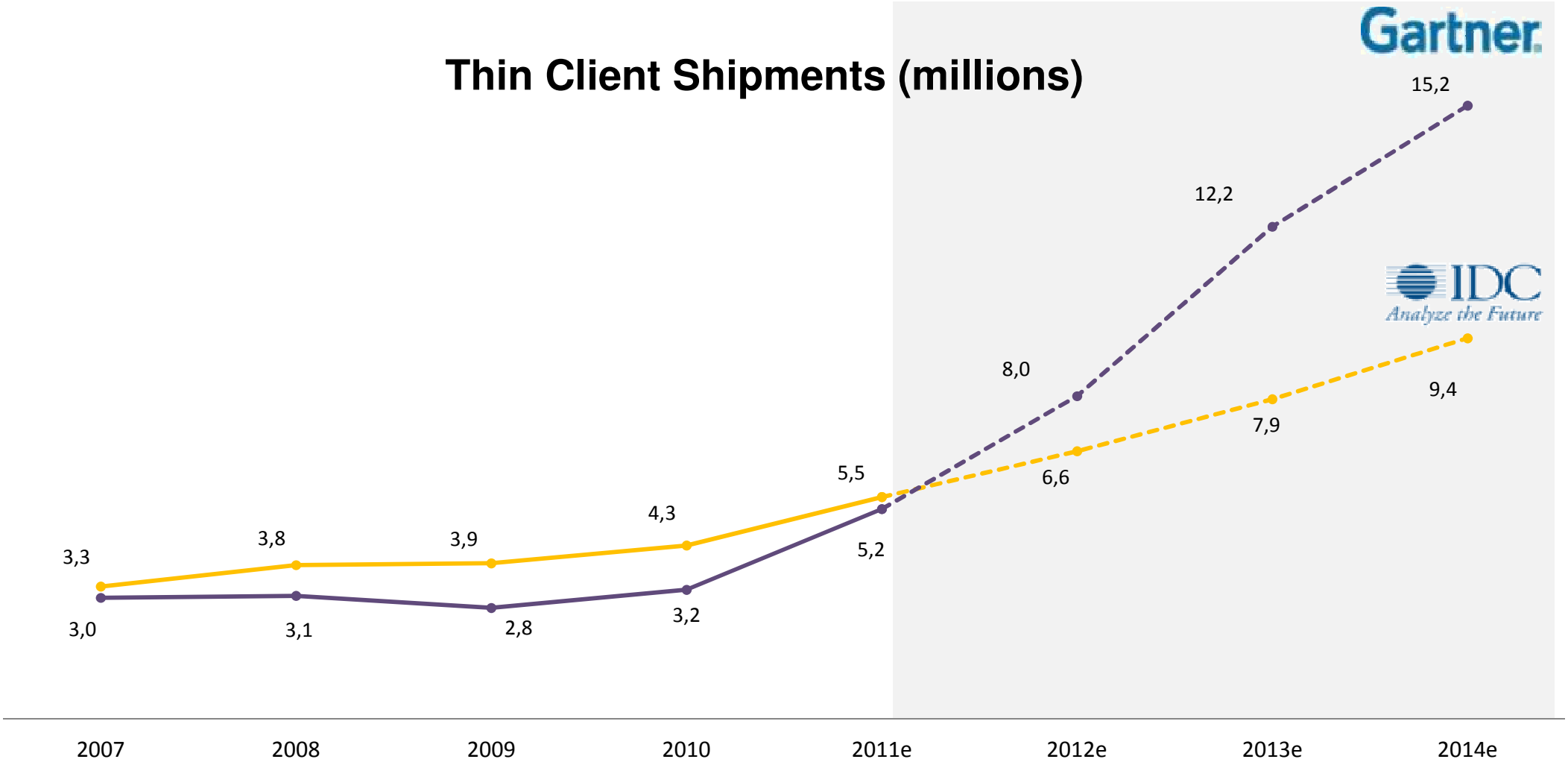
Growing Market ...



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Source: Gartner, 2011

Configuration Virtual Desktop Infrastructure (VDI)

VDI Environment is usually configures like below

End Client Devices

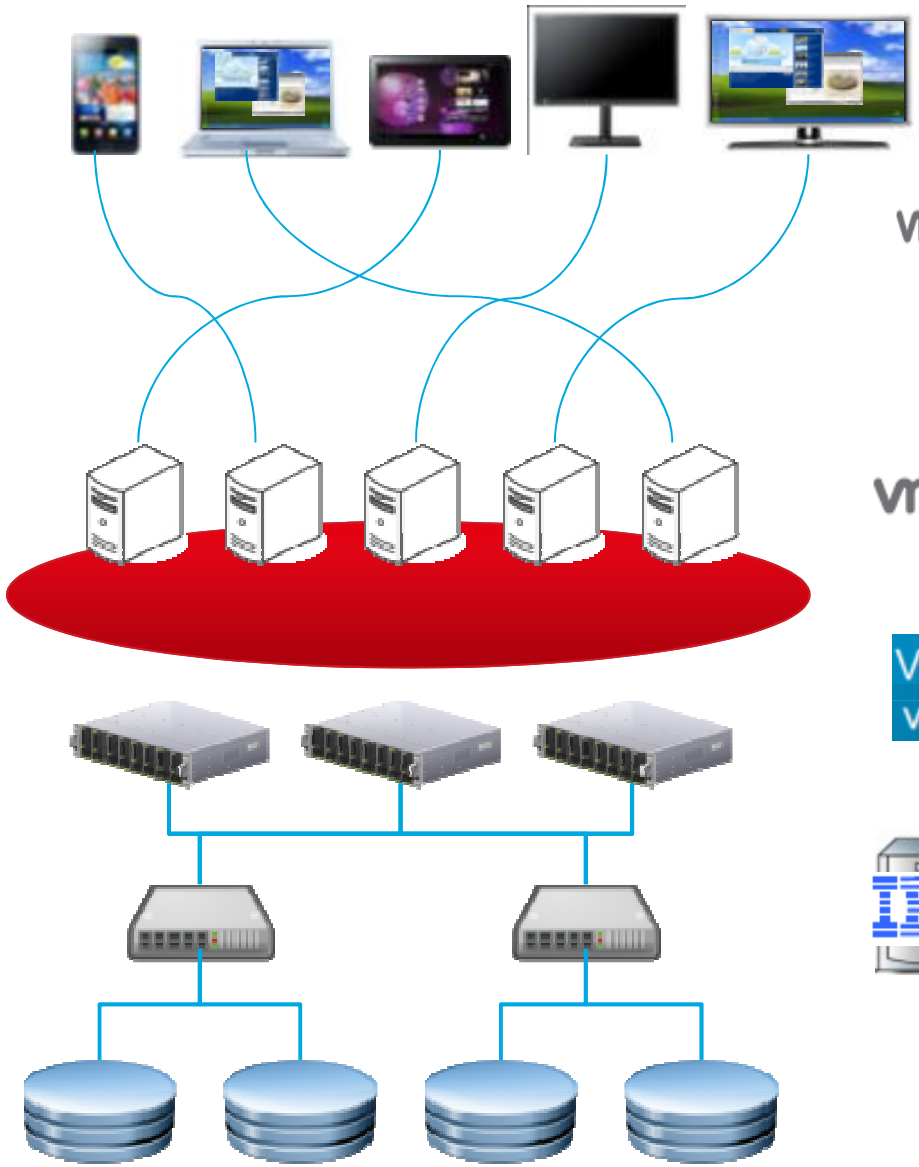
Network

Desktop Virtualization

Server Virtualization

Server H/W

- Server
- Switch
- Storage



Virtual desktop Protocol

vmware PCoIP CITRIX HDX Remote Desktop

Desktop virtualization software (Connection Broker)

vmware CITRIX Microsoft

Server Virtualization (Hypervisors)

VMware vSphere CITRIX Xen Server Windows Server

Server vendors

IBM Sun hp DELL cisco

Storage vendors

HITACHI SAN NetApp EMC² where information lives atlantis N TOMORROW

Achievement with Alliance Partners

HDX-certified Thin Clients

All TC products are Citrix HDX certified.

TC220

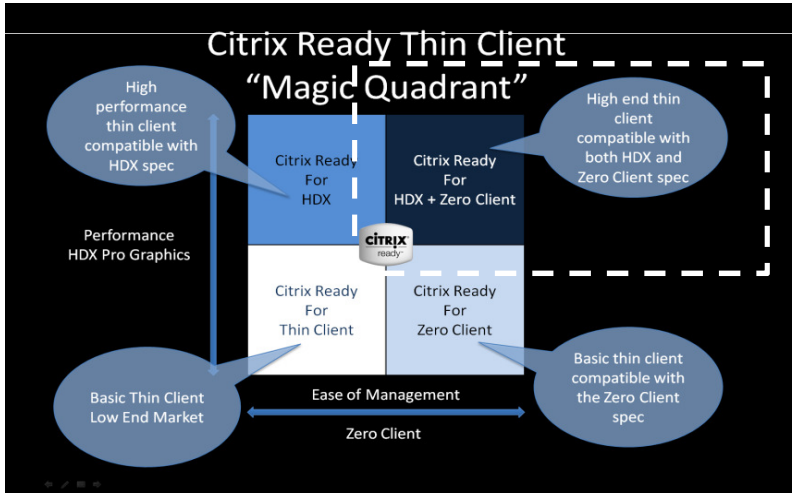
TC240

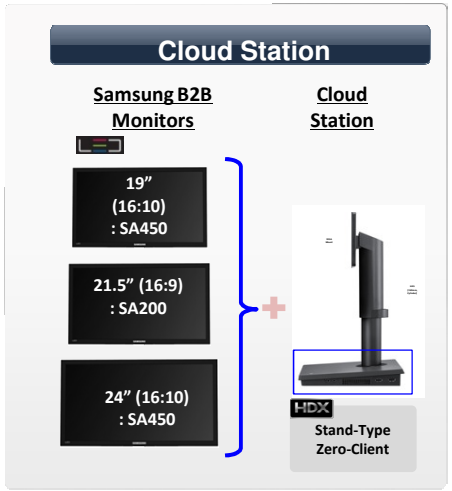
TS220

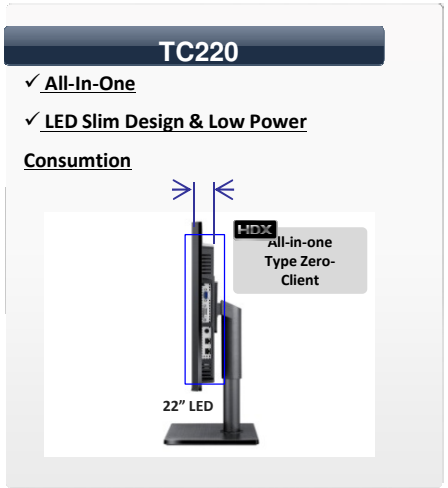
TC240

Citrix Zero Client

Zero client for Citrix Solution


Citrix Ready Thin Client
"Magic Quadrant"
High performance thin client compatible with HDX spec
Citrix Ready For HDX
Citrix Ready For HDX + Zero Client
High end thin client compatible with both HDX and Zero Client spec
Performance HDX Pro Graphics
Citrix Ready For Thin Client
Citrix Ready For Zero Client
Basic Thin Client Low End Market
Ease of Management
Zero Client
Basic thin client compatible with the Zero Client spec





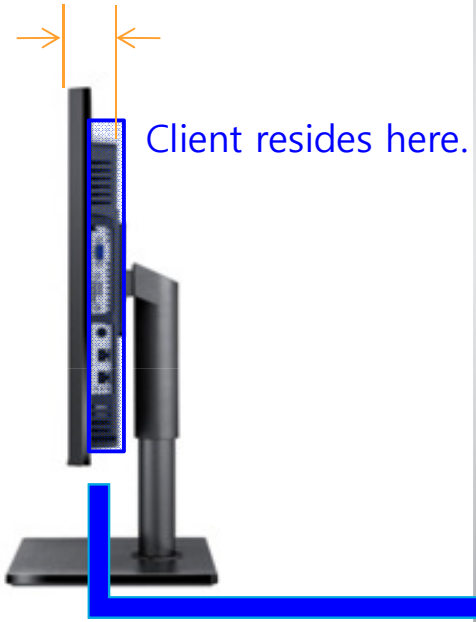
Samsung Cloud Displays

Samsung Thin client & Zero clients

Form Factor

All-in-One (LCD-integrated)

- Client part is attached in the rear side of the screen.



C series

Cloud Station

- Client is located in the base of the stand.
- Additional cabling required, but still simpler than a separate box solution.
- More flexibility in maintenance is an advantage over the all-in-one form factor.

Client resides here.

S series

Cloud Stand

- A solution for customers who want to keep their legacy screens.
- Legacy screen has to use VESA 100 x 100 mount to be attached to the cloud stand.

Stand

Line up by Platform

T Series

Thin Client

N Series

Zero Client (PCoIP)

Samsung Cloud Computing Displays

All-in-One Thin client & zero clients

Samsung Cloud Computing Displays

Superior Graphics

Full USB Device Support

Real-Time Graphics

Low Cost, Low Maintenance

Security you can trust

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TURN ON TOMORROW

Thin Client (TC Series)

Thin Client

SyncMaster TC190 / TC220W

Thin Client	45W	36W

Product Information

Technical Specification

1. TC190 (Dec. EOL)
   - AMD Sempron1.5GHz Single
   - RAM 1/2 GB / FDM 1/2/4/8GB
   - WES2009/WES7(2G)
2. TC220W
   - AMD Ontario 1.0 GHz Dual
   - RAM 2 GB / SSD 8GB
   - Windows Embedded Standard 7
   - Fanless, Speaker

Compatible Servers

- **Citrix XenDesktop Server**
- **VMware View Server**
- **Microsoft RemoteFX**

Advantages

- Local operating system
- Higher peripheral compatibility
- Remote device management with MagicRMS Pro

Thin Client (TS Series)

Windows Embeded Client

SyncMaster TS220W /TS240W

General Information
- AMD Ontario 1.0 GHz Dual
- RAM 2 GB / SSD 8GB
- Windows Embedded Standard 7

Compatible Server
- **Citrix XenDesktop Server**
- **VMware View Server**
- **Microsoft RemoteFX**

Advantages
- Local operating system
- Higher peripheral compatibility
- Remote device management with MagicRMS Pro

Citrix Zero Client

SyncMaster TS220C / TS240C

General Information
- AMD Ontario 1.0 GHz Dual
- RAM 1 GB / SSD 8GB
- Embedded Linux

Compatible Server
- **Citrix XenDesktop / XenApp Server**

Advantages
- Zero client to Citrix Servers
- Remote device management with MagicRMS Pro

Thin Client (Stand Type)

Windows Embedded Client

SyncMaster WS-Stand

General Information
- AMD Ontario 1.0 GHz Dual
- RAM 1/2 GB / SDD 8GB
- Windows Embedded Standard 2009
- VESA Mount 100X100

Compatible Server
- **Citrix XenDesktop Server**
- **VMware View Server**
- **Microsoft RemoteFX**

SyncMaster TB-WH

General Information
- AMD Ontario 1.6 GHz Dual
- RAM 1/2 GB / SDD 8GB
- Windows Embedded Standard 7
- VESA Mount 75X75 / 100X100
- Speaker

Compatible Server
- **Citrix XenDesktop Server**
- **VMware View Server**
- **Microsoft Remote FX**

Citrix Zero Client

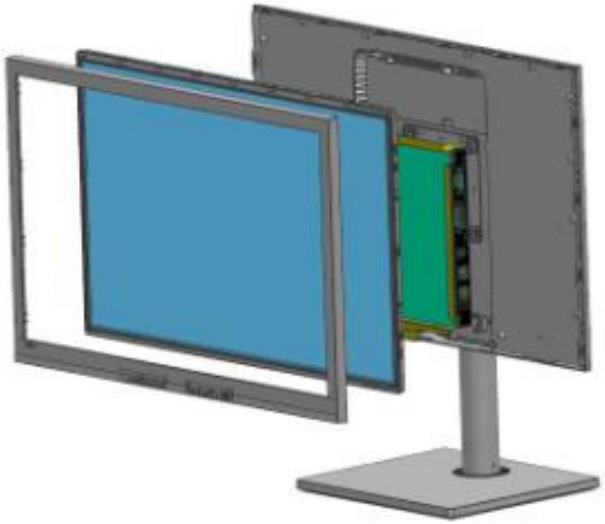
SyncMaster TB-CH

General Information
- AMD Ontario 1.6 GHz Dual
- RAM 1 GB / SDD 8GB
- Embedded Linux
- VESA Mount 75X75 / 100X100
- Speaker

Compatible Server
- **Citrix XenDesktop / XenApp Server**

All-in-One Form Factor Options

Compact



✓ ***Tidier Cabling***
✓ ***Compact design***
✓ ***Save space***

Simple

Cloud Stand can turn an old monitor into a Cloud all-in-one display.

Samsung Base

Existing Monitor

Cloud All-in-one

❖*Compatible Monitor : Max Size: 27“ / Max Weight : 6.5Kg*

Thin Client Product List

TC180	Intel Atom 1.6GHz Single	DDR2 1GB / 2GB	FDM 1 / 2 / 4 / 8GB	WES2009		18.5"	16 : 9
TC190	AMD Sempron1.5GHz Single	DDR2 1GB / 2GB	FDM 1 / 2 / 4 / 8GB	WES2009/WES 7		19"	5 : 4
TC220W	**AMD Ontario 1.0GHz Dual**	DDR3 2GB	SSD 8GB	WES 7		22"	16 : 10
TS190W	**AMD Ontario 1.0GHz Dual**	DDR3 2GB	SSD 8GB	WES 7		19"	16:10
TS220W	**AMD Ontario 1.0GHz Dual**	DDR3 2GB	SSD 8GB	WES 7		21.5"	16 : 9
TS240W	**AMD Ontario 1.0GHz Dual**	DDR3 2GB	SSD 8GB	WES 7		24"	16:10
TS190C	**AMD Ontario 1.0GHz Dual**	DDR3 1GB	SSD 8GB	LINUX Citrix Receiver		19"	16:10
TS220C	**AMD Ontario 1.0GHz Dual**	DDR3 1GB	SSD 8GB			21.5"	16 : 9
TS240C	**AMD Ontario 1.0GHz Dual**	DDR3 1GB	SSD 8GB			24"	16:10
WSSTAND	**AMD Ontario 1.0GHz Dual**	DDR3 2GB	SSD 8GB	WES2009		VESA 100mm	
TB-WH	**AMD Ontario 1.6GHz Dual**	DDR3 2GB	SSD 8GB	WES 7		75 X 75 / 100 X 100	
TB-CH	**AMD Ontario 1.6GHz Dual**	DDR3 1GB	SSD 8GB	Citrix		75 X 75 / 100 X 100	

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Benefits

Simplicity

- Better & Spacious Working Environment
- Easy installation & management
- Reduced SW footprint and easy to use

Easy Management

- No need to add software or configure
- Plug and play
- Auto Configuration Support
- Easy to upgrade to new version of firmware

Excellent User Experience

- Citrix HDX Certification
- Fast Boot-up
- Citrix Logon Experience : easy to access to the virtual desktop

High Security

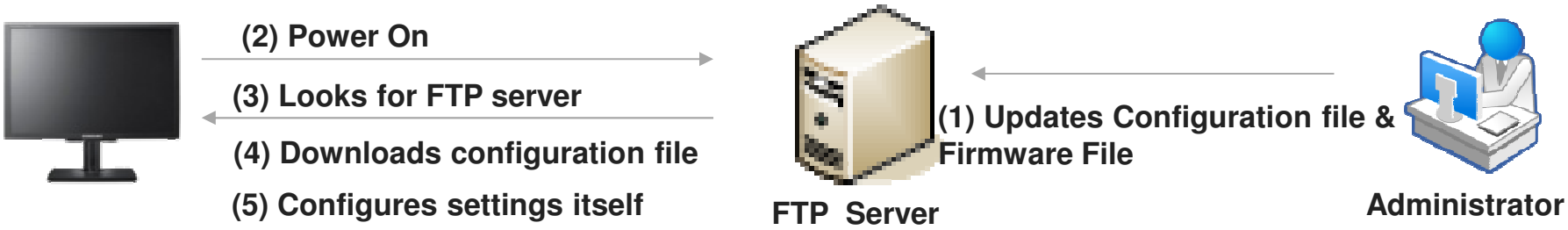
- No user accessible local storage or local OS interface
- Malware Immune
- Needs absolutely no local firewall or anti-virus protection.

Key Features

Citrix HDX Ready

- **HDX MediaStream**: High performance graphics and multi-media experience
- **HDX Plug-n-Play** : Simple access to peripherals and local resources
- **HDX RealTime** : Enhanced real-time collaboration and audio
- **HDX RichGraphics** – Professional level graphics for demanding users
- **HDX UserExperience**
- **HDX Smart Access**

Auto Configuration & Firmware Update



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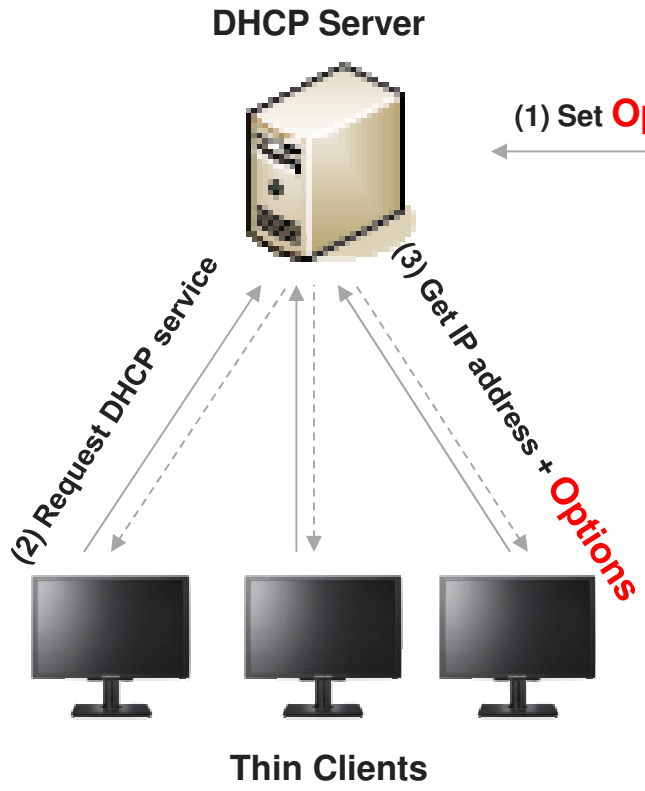
Key Features

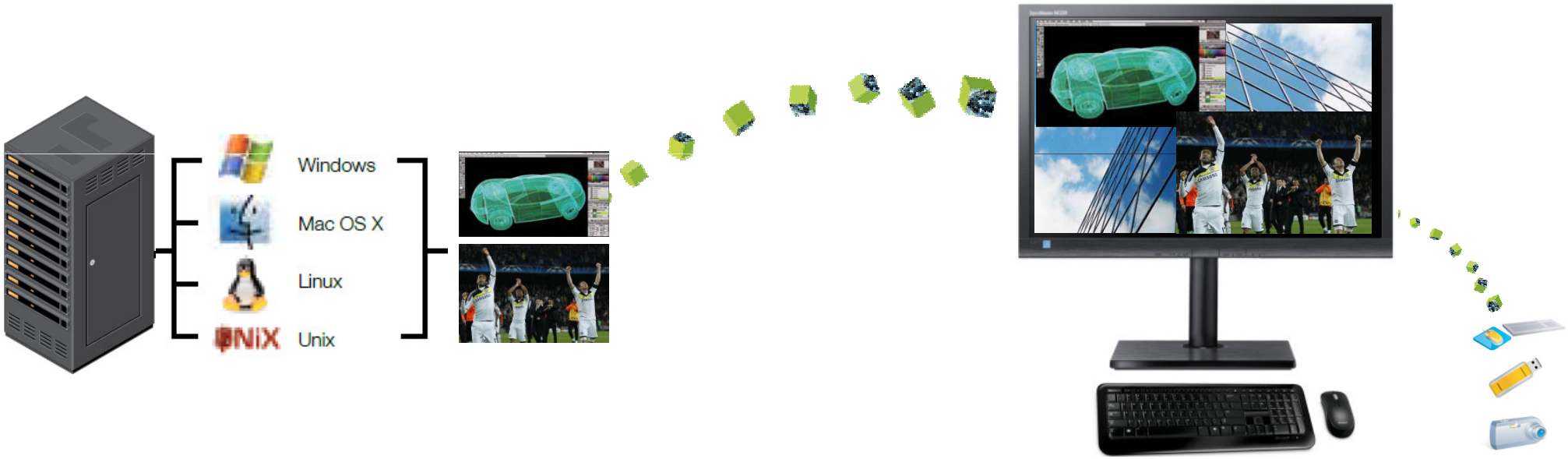
Plug and play



❖ Options contains as follows :

- File Server (for auto configuration)
- Citrix Server Address (connection broker)
- Domain List
- MagicRMS Server IP Address
- MagicRMS Pro Port

DISPLAY MIT ZERO CLIENT.
DER IDEALE CLOUD CLIENT IM VDI SZENARIO.



VDI im RZ

Betriebssystem nach Wahl

Anwendungen & Multimedia

PoE

Peripherie

Display
Zero Client

Cloud Service Provider
Zentrale virtuelle Maschinen (IaaS)
Anwendungen (SaaS)

Cloud Service Anwender
Performance
Sicherheit

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100% LEISTUNG. ZERO CLIENT

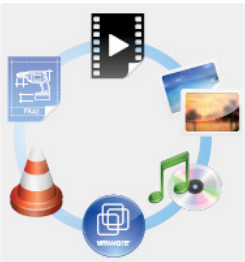
Samsung Cloud Displays

TC190/NC220(P)/TS220C/TS240C

- Weltweit erstes 22“ Display mit eingebautem Zero Client und Stromversorgung über PoE
- All-In-One Bauweise
- Energiesparendes LED Display
- Leicht zu installieren
- Geringer Wartungsaufwand
- Typischer Display Lebenszyklus

True Zero Client
Kein OS, kein Treiber

Volle Funktion
Grafik, Multimedia



Volle Sicherheit
HW-Verschlüsselung

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SALE POINT

Full USB Device Support

- Peripheral devices to enables implementation of full hardware performance of CPU
- Personal gadgets for entertainment

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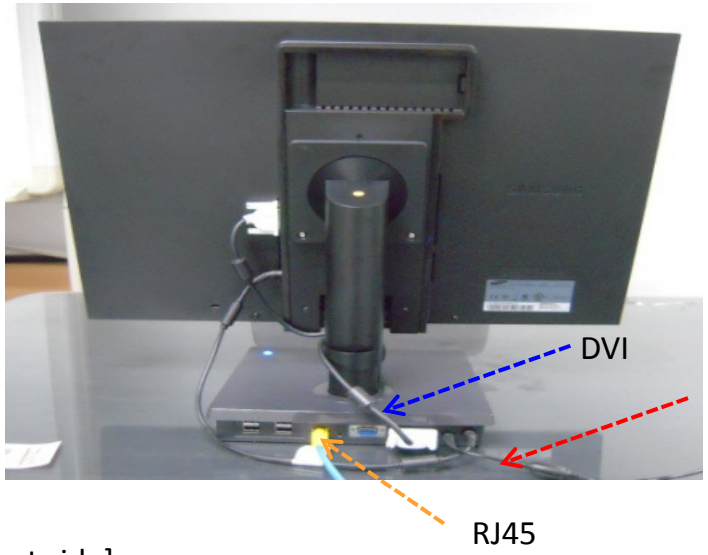
Why Samsung Cloud Station

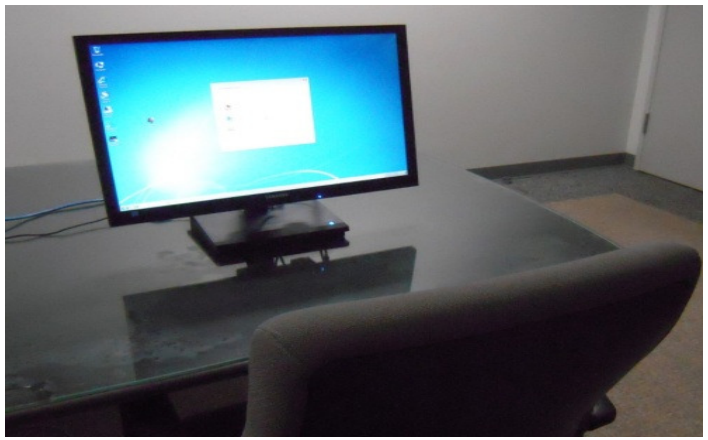
Simple Connection, Free Up Space at desk

Samsung Cloud Station

[back side]

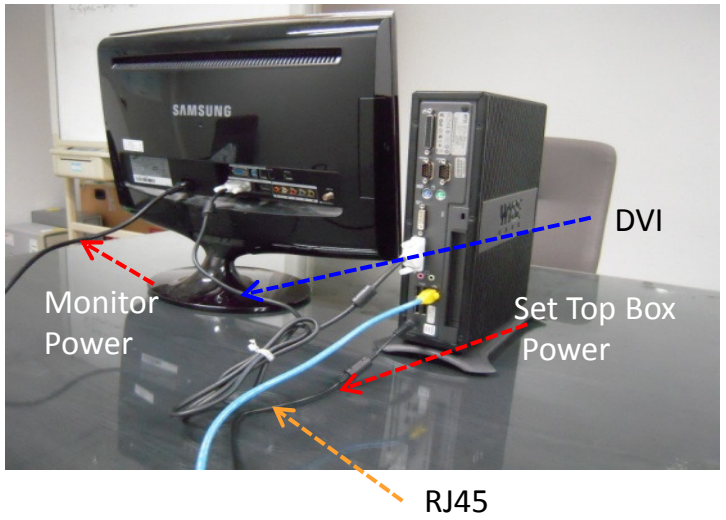


[front side]



Set Top Box

[back side]



[front side]

SAMSUNG MAGIC RMS PRO MANAGEMENT SOFTWARE

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Concept

What is MagicRMS Pro ?

- Efficient software that allows you to manage SAMSUNG Cloud computing monitors.
  - Free of charge for users for SAMSUNG Cloud monitor.
  - It supports ***10,000*** clients or more.

Device Control

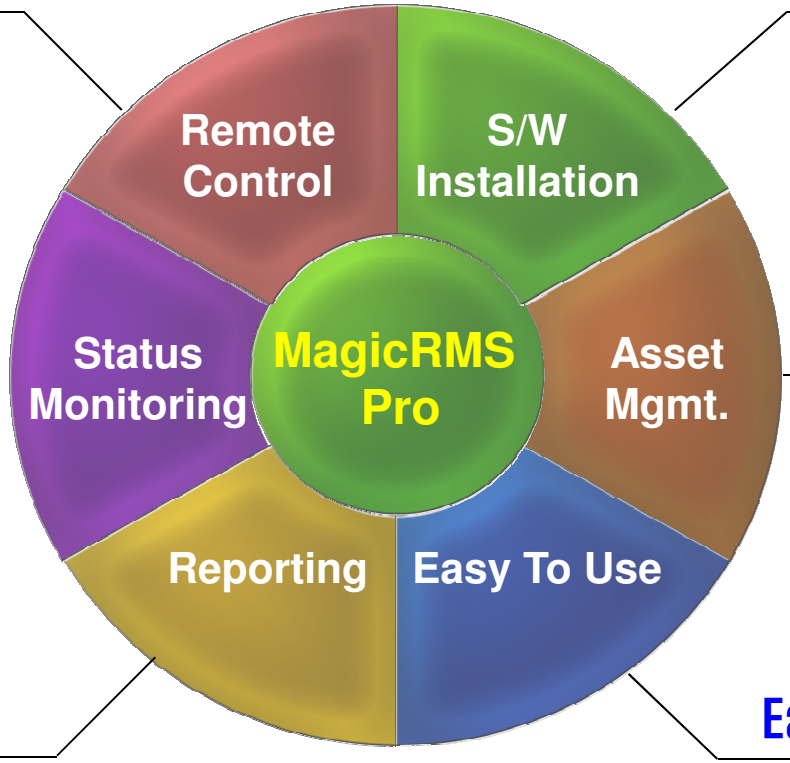
- Power Control
- Device Configurations

Deployment

- Update client firmware
- Send files to clients

Device Monitoring

- Displays device status
- S/W & H/W version info.



Asset Management

- View device details
- Collect Asset Information
- Import/Export client profiles

Reporting

- Health status report
- Reports event

Easy To Use

- Intuitive Windows UI
- Based on .NET Framework
- Supports MS-SQL database

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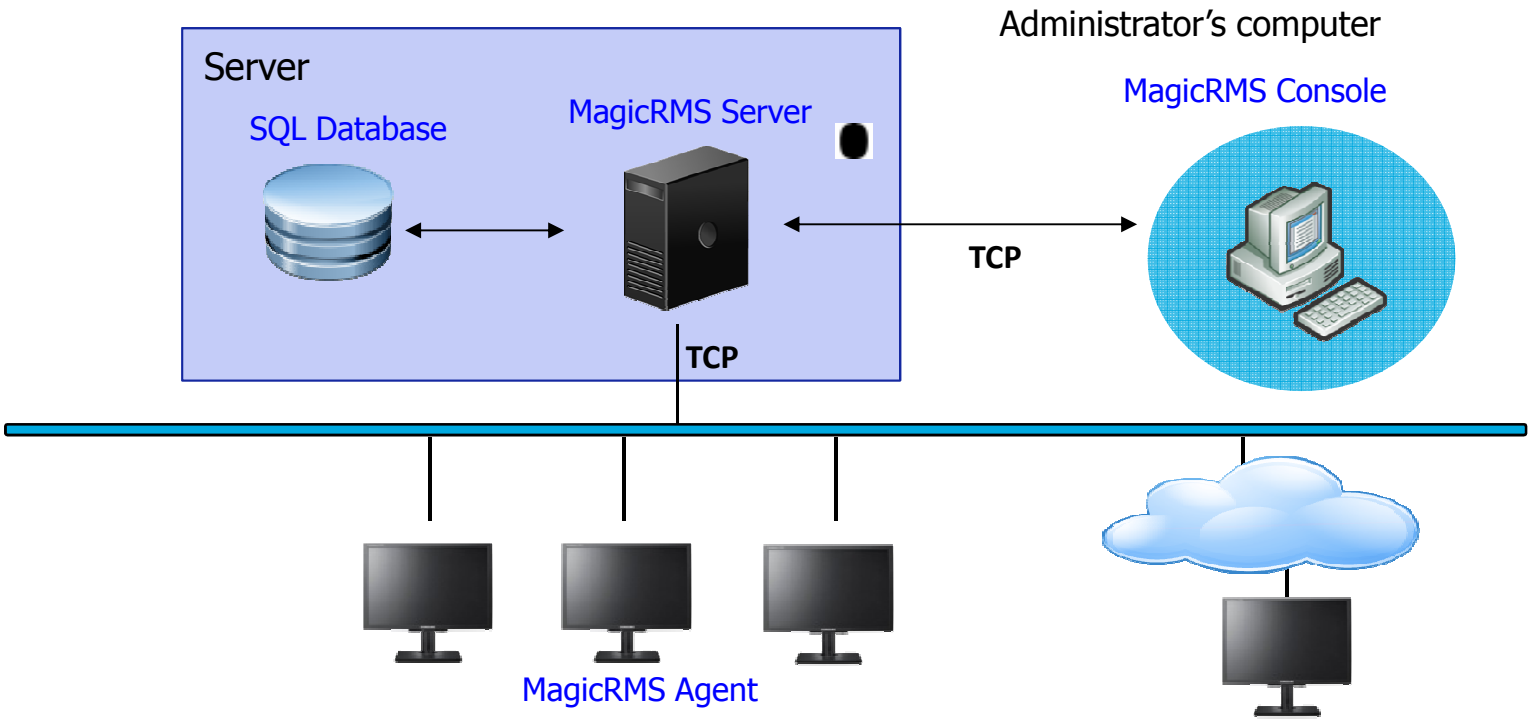
ARCHITECTURE

How MagicRMS Pro Works

- Consists of **Server**, **Console**, **Agent** and **SQL Database**
- MagicRMS Console can be installed on any computer, not necessarily the computer hosting the server.
- All configuration data of the clients is stored in the database.



REMOTE MANAGEMENT

Samsung's S/W solution to remotely manage and control client and its F/W

✓ *Easy Device management with Centralized Device Control*

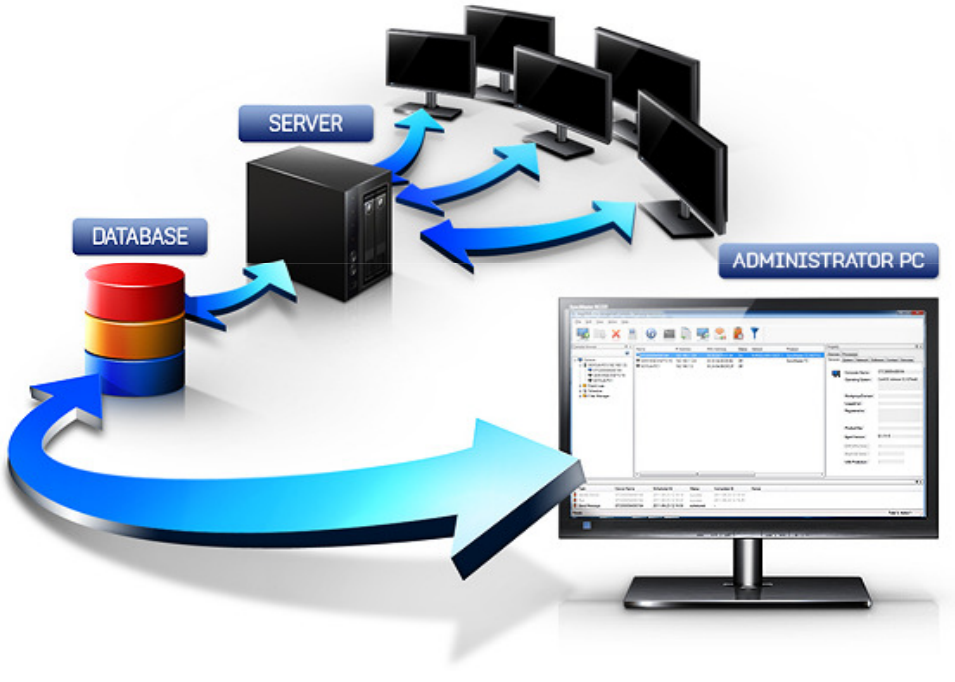
- Administrators can manage thin client efficiently without visiting each device.
- Upgrade firmware remotely

✓ Prompt Error Detecting, minimize Business Loss

Administrator can monitor device problem in real time

✓ Efficient Asset Management

Tracking all asset information easily

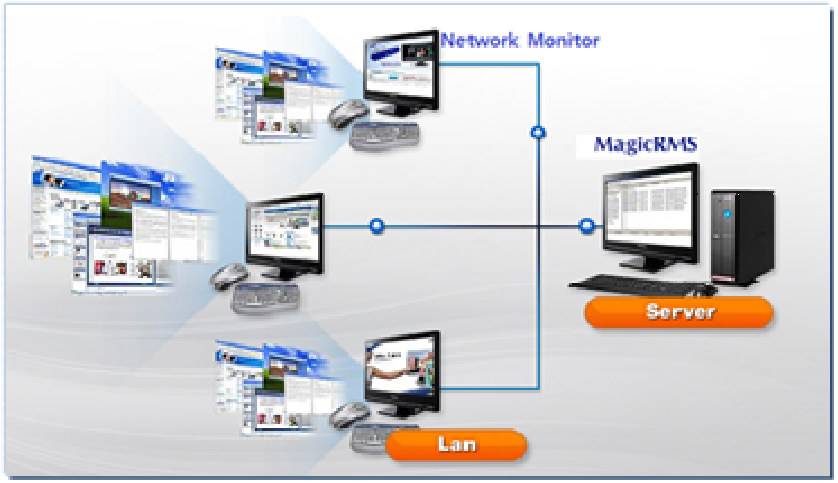


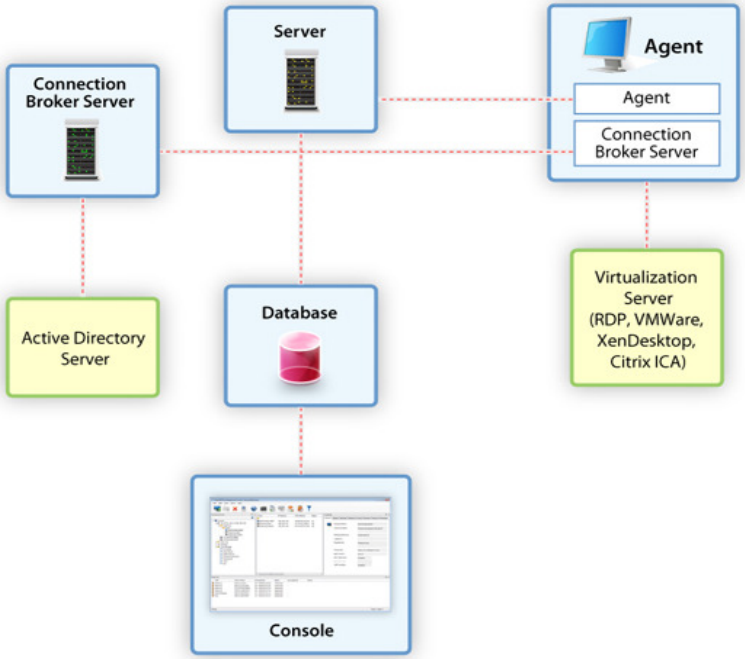
Magic RMS Overview

The **MagicRMS Pro** allows you to remotely manage Samsung Thin Clients on your network. You can manage and control your thin clients efficiently using the MagicRMS Pro.

- You can schedule tasks to be performed by the clients. For example, you can create a task so it is performed repeatedly at a specified time.
- You can manage those clients in groups, and you can filter them according to your specified criteria. The range of clients you can manage with these features includes not only the clients on your network themselves but also those on your private networks.
- The administrator can remotely set up an agent. You therefore **do not need to visit the actual client site to set up an agent**.
- In addition, MagicRMS Pro provides a powerful, easy-to-use user interface, which **helps you perform your operations easily and conveniently**.

➔So this tool will **reduce the total cost of ownership** for your IT management.



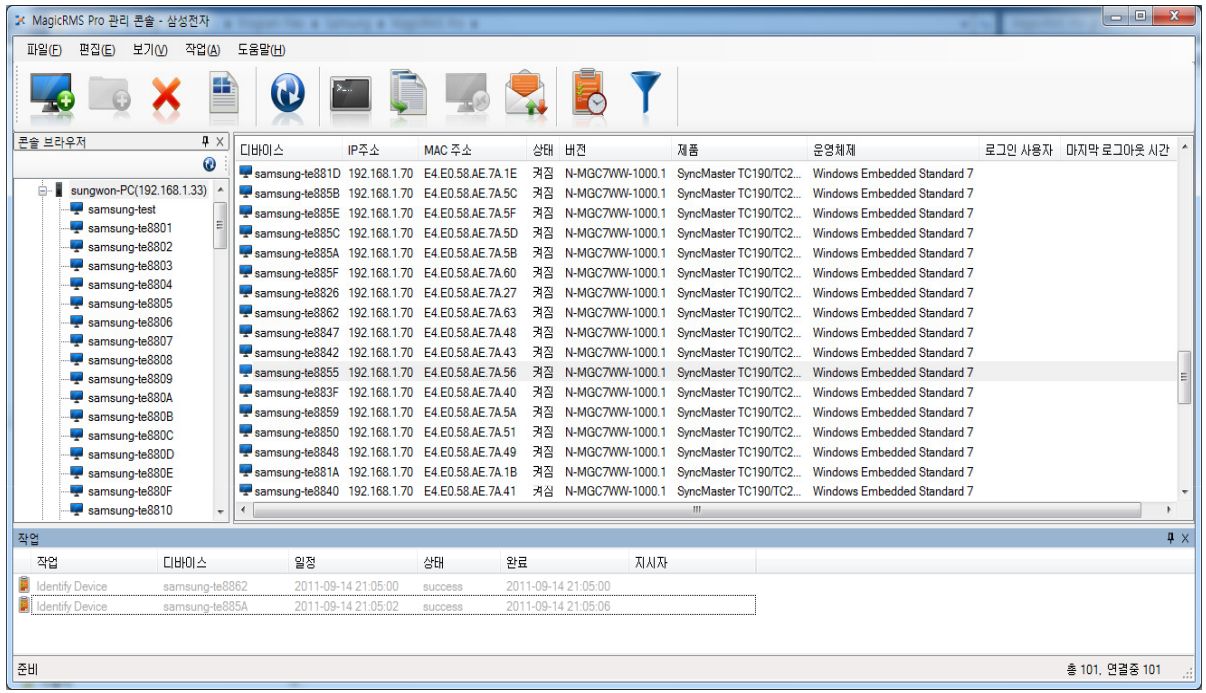


Magic RMS - Key Feature

Features & Benefits of MagicRMS Pro include:

1. Centralized/Remote Device Control

- Send commands to shutdown, reboot or wake-up devices from the remote place
- Remotely access and control a device over a network
- Schedule a request to perform a task on a remote device
- Send a message to each user for the notification purpose
- Files saved on a web server(HTTP or FTP) can be sent to client devices
- Configure device information such as computer name, EWF, user information, network setting etc.


MagicRMS Pro 관리 콘솔 - 삼성전자
파일(F) 편집(E) 보기(V) 작업(A) 도움말(H)
콘솔 브라우저
sungwon-PC(192.168.1.33)
samsung-test
samsung-te8801
samsung-te8802
samsung-te8803
samsung-te8804
samsung-te8805
samsung-te8806
samsung-te8807
samsung-te8808
samsung-te8809
samsung-te880A
samsung-te880B
samsung-te880C
samsung-te880D
samsung-te880E
samsung-te880F
samsung-te8810
디바이스 IP주소 MAC 주소 상태 버전 제품 운영체제 로그인 사용자 마지막 로그아웃 시간
samsung-te881D 192.168.1.70 E4.E0.58.AE.7A.1E 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te885B 192.168.1.70 E4.E0.58.AE.7A.5C 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te885E 192.168.1.70 E4.E0.58.AE.7A.5F 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te885C 192.168.1.70 E4.E0.58.AE.7A.5D 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te885A 192.168.1.70 E4.E0.58.AE.7A.5B 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te885F 192.168.1.70 E4.E0.58.AE.7A.60 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8826 192.168.1.70 E4.E0.58.AE.7A.27 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8862 192.168.1.70 E4.E0.58.AE.7A.63 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8847 192.168.1.70 E4.E0.58.AE.7A.48 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8842 192.168.1.70 E4.E0.58.AE.7A.43 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8855 192.168.1.70 E4.E0.58.AE.7A.56 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te883F 192.168.1.70 E4.E0.58.AE.7A.40 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8859 192.168.1.70 E4.E0.58.AE.7A.5A 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8850 192.168.1.70 E4.E0.58.AE.7A.51 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8848 192.168.1.70 E4.E0.58.AE.7A.49 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te881A 192.168.1.70 E4.E0.58.AE.7A.1B 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
samsung-te8840 192.168.1.70 E4.E0.58.AE.7A.41 켜짐 N-MGC7WW-1000.1 SyncMaster TC190/TC2... Windows Embedded Standard 7
작업
작업 디바이스 일정 상태 완료 지시자
Identify Device samsung-te8862 2011-09-14 21:05:00 success 2011-09-14 21:05:00
Identify Device samsung-te885A 2011-09-14 21:05:02 success 2011-09-14 21:05:06
준비
총 101, 연결중 101

2. Device Status Management

- Add/Edit/Delete devices
- Device Grouping
- Check device status
- Automatic Discovery
- Filter Management
- Device Identification

3. User Account Management

- Adding Users/Groups
- Policy Control
- Integration with Microsoft Active Directory

4. Others

- SSH(Secure Shell) for safe communication (Linux)
- 13 languages supported

(English,German,French,Dutch,Italian,Japanese,Portuguese,Spanish,Simplified Chinese,Russian,Turkish,Swedish,Korean)

Supported Models

Compatibility

- Compatibles with SAMSUNG Cloud Computing Monitors
- As of version 1.5, PCoIP products **(NC190, NC220, NC240, NS-Series, WES2009 models)** are not supported

- Compatible Client Models
  - ✓*TC190 / TC220 / TC240 (WES7)*
  - ✓*TS190 / TS220 / TS240*
  - ✓*(WES7, Citrix Zero)*

SyncMaster TC220W

SyncMaster TS220C/W

SyncMaster TS190C/W

SyncMaster TS240C/W

SAMSUNG

TURN ON TOMORROW

SMART CASE
OBERSTUFENZENTRUM II POTSDAM

SAMSUNG
TURN ON TOMORROW

CASESTUDY: OBERSTUFENZENTRUM II POTSDAM

- 300 Arbeitsplätze
- Umweltverträglichkeit
- Energiesparend
- 2.800 Schüler
- Skalierbarkeit Ressourcen

- Kompakt & aufgeräumt
- Geringer Stromverbrauch
- Ideales Preis-Leistungsverhältnis
- Flexible Arbeitsplätze

SAMSUNG
TURN ON TOMORROW

SMART CASE
N-ERGIE

SAMSUNG

TURN ON TOMORROW

CASESTUDY: N-ERGIE

- 800 Arbeitsplätze
- Hohe Flexibilität
- Hohe Sicherheit
- Zentrale Verwaltung
- Ansprechendes Design

- Ressourcen über Server
- Zentralisierung Daten
- Einfaches Management
- All-in-One Variante

SAMSUNG
TURN ON TOMORROW

Samsung Electronics - the Supplier with the widest range of high quality End User Computing Devices

SAMSUNG IS CORPORATE IT.

VIELEN DANK FÜR IHRE AUFMERKSAMKEIT

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